



FEEL THE BEST OF WOMEN'S TENNIS

AUGUST
4-12



FOR IMMEDIATE RELEASE

407 ETR FAMILY WEEKEND AND ON-SITE PROGRAMMING TAKES THE 2024 NATIONAL BANK OPEN PRESENTED BY ROGERS FAN EXPERIENCE IN TORONTO TO NEW HEIGHTS

[TORONTO, ON] Tuesday, July 23, 2024 – While *The Best of Women's Tennis* take to the Sobey's Stadium courts, fans young and old can enjoy entertainment around the grounds thanks to the return of 407 ETR Family Weekend and a host of engaging activations during the National Bank Open presented by Rogers (NBO).

"Each year, 407 ETR Family Weekend is a highlight of the National Bank Open presented by Rogers," said Karl Hale, Tournament Director of the NBO Toronto. "Fan experience is at the forefront of our planning and so, working closely with our partners, we're delighted to take our site and activations to another level this year. We're ready to welcome the best tennis players in the world to Toronto next month, and we're delighted to have an off-court program to match the incredible on-court action."

407 ETR FAMILY WEEKEND: A BIG WEEKEND FOR LITTLE FANS

Taking place one day later than usual — on Sunday, August 4 and Monday, August 5 — 407 ETR Family Weekend offers countless fun activities for all ages. From 10:00 a.m. to 5:00 p.m., fans can gain free entry to qualifying matches featuring 2018 NBO runner-up Sloane Stephens, 2020 Australian Open champion Sofia Kenin, and 2021 US Open champion Emma Raducanu, while other top players practice ahead of the first round of the main draw.

Away from the courts, fans can meet their favourite characters from PAW Patrol, Trolls, Minions, Teenage Mutant Ninja Turtles, and a Storm Trooper, or participate in the ever-popular air guitar contest. The Mental Timeout initiative supported by Beneva also returns with yoga and dog therapy sessions, along with the opportunity to sign Tennis Canada's Positive Court Pledge and send a Positivity Postcard to a player. On Monday, the ball hockey game on Court 1, featuring stars from the PWHL Toronto team and WTA Tour, is set to be a hit, while fans can see the iconic Billie Jean King Cup trophy in-person in the VIP Lounge presented by Audi, which is open to the public throughout qualifying weekend.

During Family Weekend only, visitors can head to the LEGO Group's pop-up store and build centre for an interactive build experience, or come build alongside Noel Straatsma, Master Model Builder from LEGOLAND® Discovery Centre Toronto in the VIP Lounge presented by Audi on Sunday, August 4 and Monday, August 5.

Visit the [407 ETR Family Weekend](#) web page for a full list of activities, and don't forget to claim your free tickets!

THE COMPLETE FAN EXPERIENCE AT THE NBO

Fans are encouraged to visit the improved Tennis Canada Fan Zone. New to the space is an NBO photobooth and tennis simulator, complimented by the return of the Rogers Ball Crew Challenge, Rogers First Set Tennis, the Har-Tru Knock 'em Down Challenge, and the 407 ETR Fastest Serve Cage!

Rogers First Set, a national program designed to introduce youth to tennis, will also feature prominently throughout the tournament, including an engaging activation in the Fan Zone from Sunday, August 4, to Thursday, August 8, and demonstrations on Centre Court in between various matches. Rogers First Set



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focuses on holistic player development, teaching skills that improve the player on-court and the person off it. Click [here](#) to learn more about the program.

Throughout the NBO, Rogers is upgrading its customers from their ticketed seats to the “best seats in the house”. Through the Rogers *Beyond the Seat* program, four fans at every session will be moved courtside so they can get even closer to the action. Plus, through a national contest, Rogers *Beyond the Seat* is giving its customers and tennis fans across Canada a chance to win a VIP trip to NBO Finals Weekend, meet the tournament champion, and play on Centre Court. Enter to win by visiting <https://rogersfanzone.com/tennis>.

Online and on-site, fans can shop for the *Tennis Look* at the exclusive pop-up store of Psycho Bunny, the official athletic apparel partner of Tennis Canada. Meanwhile, the Merchant of Tennis store is the place to browse Tennis Canada’s lifestyle collection and NBO merchandise, or specialty items, including the Tennis Canada fedora, from which proceeds support high performance and tennis development initiatives across Canada, and the purple Game. Set. Equity. crewneck.

NBO attendees can also be in with a chance to win ultimate travel experiences at iconic tennis destinations, including the 2025 Miami Open, Monte-Carlo Masters, and 2024 Laver Cup, with the [Tennis Canada Sweepstakes](#) running until August 12.

Meanwhile, fans attending the night session on Tuesday, August 6, will have the chance to celebrate [Team Canada’s 2023 Billie Jean King Cup champions](#) prior to the first match during Opening Night presented by Sobeys. That will come after Pride Day at the NBO, which takes place during Tuesday’s day session, with fans able to [access a 25% discount](#) on lower-bowl seats using the code TO24PRIDE.

Click [here](#) to see the full list of themed and sponsor days.

BETTER-THAN-EVER FOOD & BEVERAGE EXPERIENCE

While on-site, enjoy an elevated food and beverage experience at the NBO. Feast on a true Canadian staple, Swiss Chalet, as our newest restaurant in the Courtyard. If you’re feeling thirsty, enjoy a Cutwater or Nutrl ready-to-drink beverage or an ice-cold Stella Artois at the two-story Stella Artois Racquet Club. If it’s a glass of wine that takes your fancy, visit the Jacob’s Creek Courtyard Bar, Jacob’s Creek VIP Bar, or Jacob’s Creek Lounge. When it’s time to head to your seats, stop by our new Dirty Devil Vodka Bar located at the south end of Sobeys Stadium or near the main stage on the grounds.

Utilize the \$5 kids’ menu presented by Bear Paws, Voilà by Sobeys In-Seat Service, and our Quick Serve Grab & Go once again this year for affordable and convenient options on-site.

Whether you’re a beginner or an expert, join us from 5:00 to 7:00 p.m. on Thursday, August 8 on the Dirty Devil Patio to participate in an evening of drinks, art, and fun in between sessions at our Paint & Sip event. Canvas Paint Parties will lead the guided painting experience and bring you one step closer to making your very own masterpiece! Availability is on a first-come, first-served basis, as paint supplies are limited.

Feel closer to the action than ever before by downloading the official NBO app. Get access to live scores, match schedules, results, and the latest tournament news. Expect updated in-tournament details to launch right in time for the first qualifying match on August 4. Download today on [Apple](#) or [Android](#).

About the National Bank Open presented by Rogers

The National Bank Open presented by Rogers is a Tennis Canada owned and operated world-class tournament celebrating over 130 years of the women’s event from August 4-12 at Sobeys Stadium in Toronto and over 140 years of the men’s event from August 3-12 at IGA Stadium in Montreal. As a Hologic WTA 1000 and ATP Tour Masters 1000 tournament, the National Bank Open presented by



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Rogers will showcase the world's best players. The National Bank Open presented by Rogers is the third-oldest title in tennis, behind only Wimbledon and the US Open. For more information and tickets visit www.nationalbankopen.com.

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